

**IN THE CLAIMS:**

Please cancel pending claims 1-17 and insert the following new claims:

18. (New) A printing medium comprising:  
a plastic plate of a fixed size and shape, made of a card material;  
a sheet of backing material removably adhered to the plastic plate; and  
a kiss cut penetrating the card material but not the backing material, the kiss cut defining segments of the card material for receiving printing.
19. (New) The printing medium of claim 18 including a rigid base adhered to the backing material.
20. (New) The printing medium of claim 18 in which the segments contain an image.
21. (New) The printing medium of claim 20 in which the image is chosen from the group consisting of printing, depressions, textures, logos, silk screening and hot stamping.
22. (New) The printing medium of claim 18 in which the card material is a thermal printing plastic.
23. (New) The printing medium of claim 18 in which the card material is polyvinylchloride.
24. (New) The printing medium of claim 18 including selvage between the segments.
25. (New) The printing medium of claim 18 including slots or holes in the segments.
26. (New) The printing medium of claim 18 including depressed areas in the card material to aid in alignment of stickers, decals, ornamentations, or the like subsequently applied to the surface of the segments.

27. (New) A printing medium comprising:  
a plastic plate of a fixed size and shape, made of a card material;  
a sheet of backing material removably adhered to the plastic plate;  
a kiss cut penetrating the card material but not the backing material, the kiss cut defining segments of the card material for receiving printing; and  
a rigid base adhered to the backing material.
28. (New) The printing medium of claim 27 in which the segments contain an image.
29. (New) The printing medium of claim 28 in which the image is chosen from the group consisting of printing, depressions, textures, logos, silk screening and hot stamping.
30. (New) The printing medium of claim 27 in which the card material is a thermal printing plastic.
31. (New) The printing medium of claim 27 in which the card material is polyvinylchloride.
32. (New) The printing medium of claim 27 including selvage between the segments.
33. (New) The printing medium of claim 27 including depressed areas in the card material to aid in alignment of stickers, decals, ornamentations, or the like subsequently applied to the surface of the segments.
34. (New) The printing medium of claim 18 in which the segments are made of a material suitable for use as sew-on patches, appliqués, materials to be attached to cloth by a hot iron, and the like.
35. (New) A printing medium for reducing badges comprising  
a plastic plate of a fixed size and shape, made of a card material;

the rear surface of the card material being covered by a first pressure sensitive adhesive;

the first pressure sensitive adhesive being covered by paper liner backing;

a second layer of pressure sensitive material on the underside of the paper liner; and

the card material, first pressure sensitive adhesive, and paper liner being kiss cut into segments of unique sizes and shapes,

whereby the card material may be sent through a card printing machine while the second adhesive layer holds the segments in place on the rigid base and then the laminate, including the flexible material, may be pulled away from the rigid base.